



## USDA Weekly Retail Turkey Feature Activity

Fri. Feb 17, 2006

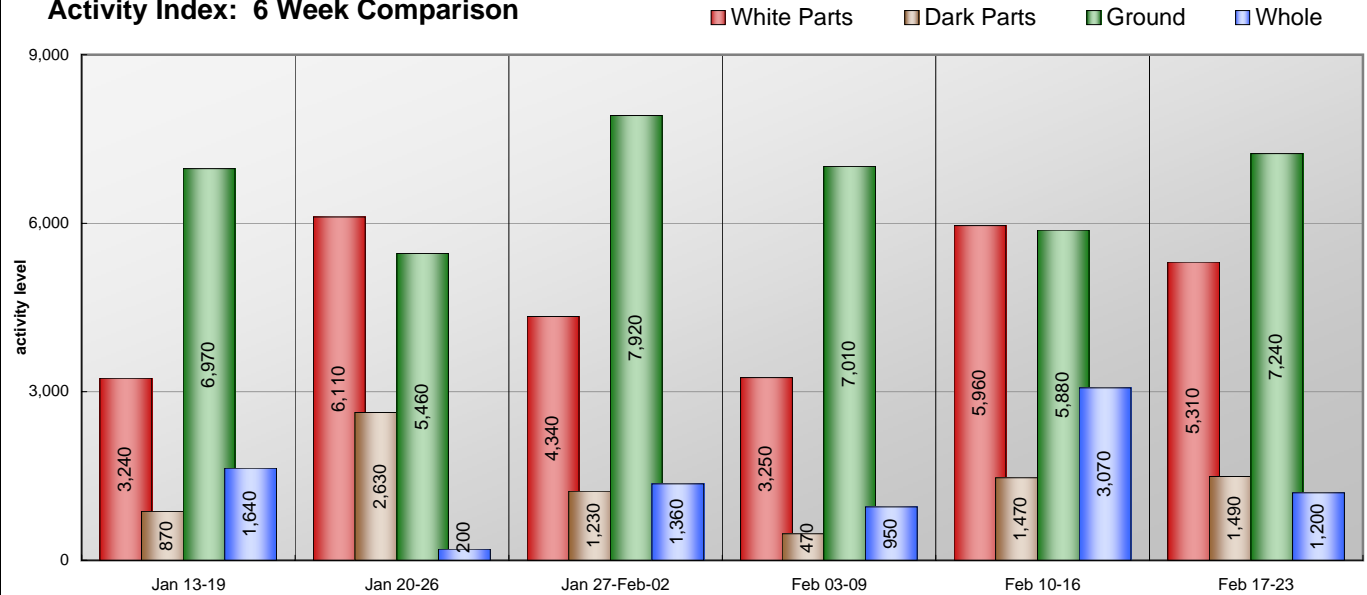
Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 02/17 thru 02/23.

(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

### NATIONAL SUMMARY

	THIS WEEK		LAST WEEK	
<b>Feature Rate 1/</b>	<b>53.9% of 17,000 outlets</b>		<b>49.3% of 17,000 outlets</b>	
<b>Special Rate 4/</b>	<b>16.7%</b>		<b>4.5%</b>	
<b>Activity Index 2/</b>	<b>15,240</b>		<b>16,380</b>	
<b>3/</b>	Stores	Wtd Avg	Stores	Wtd Avg
<b>WHOLE BIRDS:</b>				
Fresh - Hens	590	1.18	320	1.34
" - Toms	190	1.33	320	1.34
Frozen - Hens	210	0.89	1,190	0.99
" - Toms	210	0.89	1,240	1.00
<b>PARTS:</b>				
<b>Breast:</b>				
<b>Bone-in, whole</b>				
Fresh	210	2.00	1,570	1.74
Frozen	300	1.30	790	1.39
<b>Hotel Style</b>				
Fresh	50	0.99		
Frozen				
<b>Split, bone-in</b>				
Fresh				
Rotisserie (24 oz)	1,530	6.62	1,340	6.61
<b>Boneless, whole</b>				
	40	3.19		
Cutlets	1,290	4.11	920	3.96
Strips	850	4.24	550	3.99
Tenders	1,040	3.85	790	3.92
Drumsticks	330	1.36	340	1.42
Thighs	270	1.77	310	1.51
Wings	430	1.27	340	1.42
Necks	140	0.99	340	1.42
Smoked Drumsticks	180	1.35	30	1.39
Smoked Wings	140	1.39	110	1.49
Smoked Necks				
<b>GROUND TURKEY:</b>				
Patties	970	2.61	810	2.56
Sausage	2,080	2.42	1,230	2.42
85% lean	780	1.44	440	1.25
93% lean	1,530	2.39	2,120	2.20
Breast	1,880	3.86	1,280	3.99

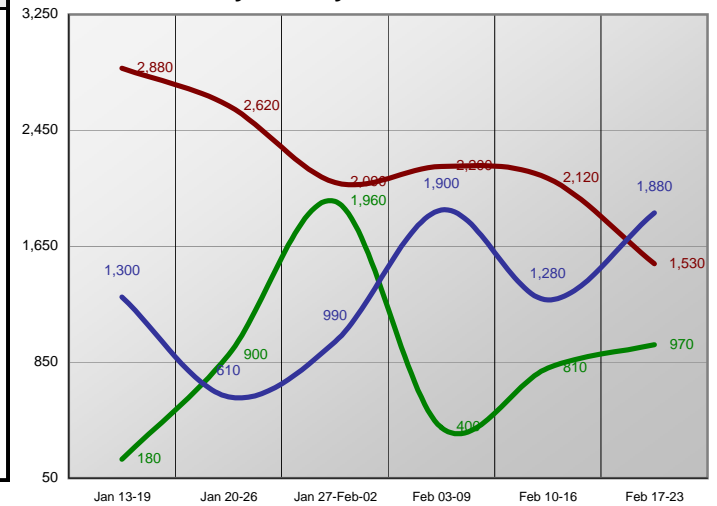
### Activity Index: 6 Week Comparison



### Turkey Featuring - 02/17 thru 02/23

While the overall activity index for turkey features is slightly less than last week, more stores are featuring turkey items this week with over two thirds of stores sampled in the Eastern and Western regions conducting turkey promotions and with "no price" promotions being conducted at an overall rate four times greater than last week. Whole birds continue to be featured but on slightly less average price levels. Breast cuts continue to be actively featured with rotisserie breast maintaining last week's pace and price level, and boneless cuts more active on mixed price levels. Ground turkey continues to enjoy active featuring on mixed but mostly steady featured price levels.

### Ground Turkey Activity



All report information gathered from publicly available sources including store circulars, newspaper ads, and retailer websites.

**1/: FEATURE RATE:** the amount of sampled stores advertising any reported turkey item during the current week, expressed as a percentage of the total sample. **2/: ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised turkey item (e.g., a retailer with 100 outlets featuring 3 turkey items has an activity index of 300) **3/: STORES/AVG:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/: SPECIAL RATE:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)



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	EASTERN U.S. (CT,DC,DE,FL,GA,MA,MD,ME,NC,NH,NJ, NY,PA,RI,SC,VA,VT,WV)			CENTRAL U.S. (AL,AR,IA,IL,IN,KS,KY,LA,MI,MN,MO,MS,ND, NE, OH, OK,SD,TN,TX,WI)			WESTERN U.S. (AZ,CA,CO,ID,MT,NM,NV,OR,UT,WA,WY)		
Feature Rate 1/ Special Rate 2/ Activity Index 3/	61.9% of 7,900 sampled outlets 26.7% of stores w/ no-price promotions Activity Index = 6,520			35.3% of 5,200 sampled outlets 10.6% of stores w/ no-price promotions Activity Index = 2,490			62.5% of 3,900 sampled outlets 4.5% of stores w/ no-price promotions Activity Index = 6,230		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
<b>WHOLE BIRDS:</b>									
Fresh - Hens	0.99 - 1.49	450 1.26		0.89 - 1.08	120 0.90		0.99	20 0.99	
" - Toms	1.39 - 1.49	160 1.39		1.08	10 1.08		0.99	20 0.99	
Frozen - Hens	0.48 - 0.99	70 0.53		0.58 - 1.19	120 1.11		0.79	20 0.79	
" - Toms	0.48 - 0.99	70 0.53		0.58 - 1.19	120 1.11		0.79	20 0.79	
<b>PARTS:</b>									
Breast:									
Bone-in, whole									
Fresh	1.89 - 2.49	180 2.00					1.99	30 1.99	
Frozen	0.99	110 0.99		1.39	10 1.39		1.28 - 1.49	180 1.48	
Hotel Style									
Fresh	0.99	50 0.99							
Frozen									
Split, bone-in									
Fresh									
Rotisserie	3.99 - 7.99	870 5.99		3.99 - 8.79	250 5.22		8.79	410 8.79	
Boneless, whole	2.99	10 2.99		3.79	10 3.79		2.99	20 2.99	
Cutlets	3.99	550 3.99		3.99	140 3.99		3.99 - 4.54	600 4.24	
Strips				3.99	140 3.99		3.99 - 4.54	710 4.29	
Tenders	2.99	140 2.99		2.99 - 3.99	140 3.96		3.99	760 3.99	
Drumsticks				0.99 - 1.29	40 1.06		1.39 - 1.49	290 1.40	
Thighs	1.69	10 1.69		1.29	10 1.29		1.79	250 1.79	
Wings	0.99	110 0.99		0.99	30 0.99		1.39 - 1.49	290 1.40	
Necks	0.99	110 0.99		0.99	30 0.99				
Smoked Drumsticks	1.39	160 1.39		0.99	20 0.99				
Smoked Wings	1.39	140 1.39							
Smoked Necks									
<b>GROUND TURKEY:</b>									
Patties	2.49 - 2.89	570 2.64		1.66 - 2.86	140 2.61		1.99 - 3.40	260 2.53	
Sausage	1.99 - 3.99	640 2.55		2.45 - 2.86	340 2.56		1.63 - 2.50	1,100 2.30	
85% lean	0.99 - 1.89	350 1.60		1.27 - 1.60	270 1.57		0.80 - 1.10	160 0.87	
93% lean	1.99 - 2.79	910 2.39		1.66 - 2.50	280 2.36		1.79 - 2.99	340 2.41	
Breast	3.19 - 3.99	860 3.74		2.99 - 3.99	270 3.92		2.99 - 3.99	750 3.97	

Note: See page 1 for explanatory notes.

Source: USDA Agricultural Marketing Service, Poultry Market News - (202) 720-6911

website: <http://www.ams.usda.gov/poultry/pymn.htm>

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